Spacecraft spilled unburnt

milk

- Show detail on geographic concentration of the brand
- lay foundation for 2 diff plans
  - one developed
  - one underdeveloped
    - maybe cold storage release

Level - 1 - IV Analysis

Carl wrapping up

Category shrunk
- devel - 50m/50c grew
- underdevel - 5cm flat/50c ~~shrunk~~ grew slightly
  - but really category shrunk

region 3 falling apart
- we have something to lose vs. reg 5 - had nothing to lose

1) Basic a success
   - 60% of volume/share from 5 sections
   - where type non-existent
   - Basic much more of a brand image) maintain w/a marketing plan
   - type has no marketing image

can make a brand out of a discount brand

in a market where both brands are underdeveloped - but one behaves like a brand (Basic) more successful b/c sustaining blast

2) major problem
   - business in 1/5 of country

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Source: https://www.industrydocuments.ucsf.edu/docs/xmby0004

To do → ≥52 → [redacted]

# of geographics to hit 50% of volume GPC vs. Basic
at 3 arbitrary points in time

Shark charts
2 share charts
2 SOI charts
To build awareness - all discount brands minus alpine
Basic outdoor awaren } me Show & Tell

Do contribution over time SO ÷ ≥5 breaks

map developed : underdeveloped map
15+ / 15 — 2 share color maps

start crafting a plan for underdeveloped
- appendex B
- national promotions + overlay activity we are going to do to develop
- objective - at least
  - Basic 12% of discount category in 100% of country by 12/31/94 dollars
- sort out mega volume - do we need commited
- box review - film/cylinders cut w/paper milkday
  - get cork box - get time - get all box workers of packings
- Phoenix Direct 2060183448
  free 1 free 1 half
  Arizona names - 33,000 names - get agency started on creative - generous coupons - 2 free pack coupons

Source: https://www.industrydocuments.ucsf.edu/docs/xmby0004

Need promotion utilization

by Tues — MB - image / perceptions of brand → qualitative

Tactical initiatives

by Tues — Qualitative - quotes

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